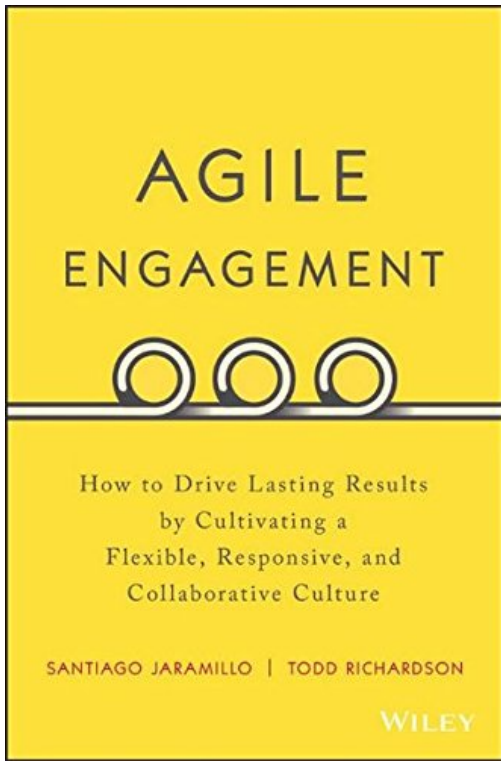


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Book Synopsis

Achieve unprecedented business value by fostering true employee engagement Many organizations fail to realize and harness the power of their most valuable asset—their employees. Though they can be developed into a true competitive advantage, engagement isn't attainable if the employee isn't invested in the company's overall success. Agile Engagement offers business leaders a concrete strategy for building, maintaining, and utilizing employee engagement to achieve the highest level of business success. The key? Employees must feel like they are a part of their company's culture instead of having it handed down to them. Stories of failed employee engagement initiatives abound, and they all have one thing in common: they begin from the premise of "initiative" rather than "employee." True engagement occurs when an employee's heart and mind are activated in a way that leads to their motivation and commitment to positively impact the company's goals and vision. This book shows you how to create an environment that stresses a culture of unity at all levels by showing you how to: Create a clear, compelling vision and corresponding engagement strategy through the Engagement Canvas Communicate your unique culture strategy throughout all levels of your company Foster grassroots, employee-led engagement initiatives Improve engagement continuously with the Emplify Score tool Agile Engagement provides a deeper look into real engagement, helping you foster a work environment that's rewarded with unsurpassed productivity, innovation, and competitive advantage, as well as employees who feel valued, respected, and heard.